How to tell if content marketing is working

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to know if your strategy works

- Measurement is the only way to know if you've succeeded
- Use Google Analytics to measure how well your content is doing. What to look at:

- **Page views**

  - figure out which type of content or format gets viewed more and when

- **Average time on page**

  - the more time readers spend on the page, the more valuable the content must be
  - pay attention to the percentage of people that stay for longer than 1 minute
  - time yourself while reading your article and compare it to the average

- **Bounce rate**

  - it's the percentage of readers that immediately leave after getting to your page
  - an abnormally high bounce rate might mean:
    - your site is ugly
    - your title is misleading
    - your writing is low quality

- Always interpret your analytics by considering your goals
- In Google Analytics, you can set up conversion tracking to see how many people actually converted and which pieces of content helped the most
- **Add more ways to keep readers on your page or your site, like suggesting other articles**
- Use a site like FullStory to track what people do once they land on your website
- For social platforms, you can use tools that measure engagement to see how well different posts did

- **Best tips for improving your content strategy:**
  #1 Write better content
  #2 Produce content consistently
  #3 Look for clear successes and try to duplicate them